

Growth Patterns to Change in Future

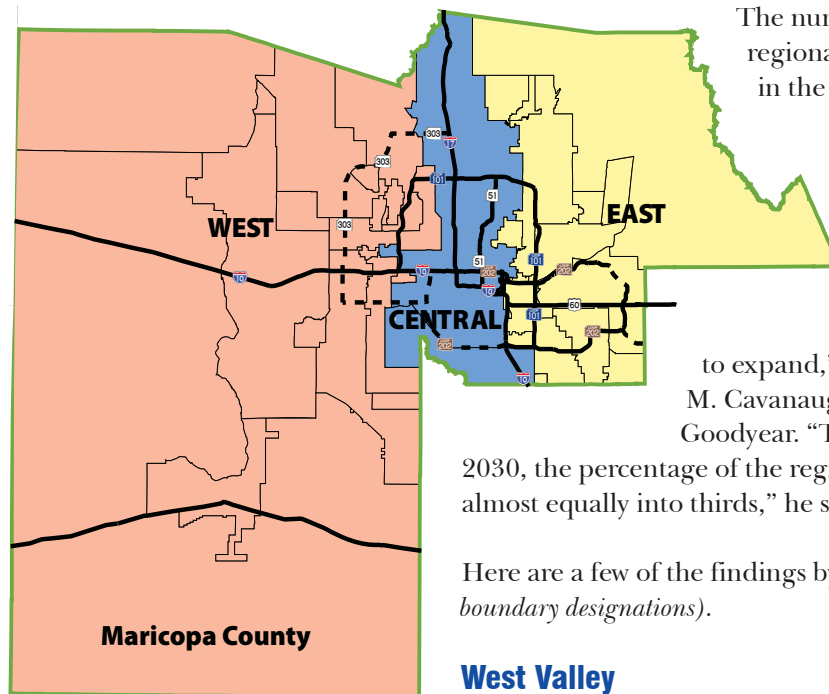
New population and employment projections show that rapid growth will continue to play a major role in our regional development, but changes are in store in terms of where and when that growth will occur.

The projections were developed for the years 2010, 2020, and 2030 by the Maricopa Association of Governments (MAG), in conjunction with cities, towns, tribal governments, and Maricopa County.

The projections show that Maricopa County's population as a whole will increase from 3.6 million in 2005 to 6.1 million in 2030. Total employment will double, from 1.7 million to 3.4 million.

One dramatic example of the region's continued growth may be found in the number of municipal planning areas with populations greater than 250,000. In the year 2000, there were only two municipal planning areas that fit into that category: Phoenix and Mesa. By 2005, Glendale had

joined their ranks. But by 2030, ten Valley cities will be on the quarter-million-or-more list: Phoenix, Mesa, Buckeye, Surprise, Glendale, Peoria, Gilbert, Goodyear, Scottsdale, and Chandler.



The numbers also demonstrate that regional growth patterns will shift in the future.

"The MAG projections show the most dramatic changes occurring after 2020, as the East Valley becomes built out while the West Valley continues to expand," said MAG Chair James M. Cavanaugh, mayor of the city of Goodyear. "The numbers show that by

2030, the percentage of the region's population will be split almost equally into thirds," he said.

Here are a few of the findings by subregion (*see map at left for boundary designations*).

West Valley

The West Valley realizes the biggest percentage gains in both population and employment.

Currently, the West Valley has about 21 percent of the region's population, which jumps to 34 percent by 2030. (*See charts, page 6.*) The percentage changes are even more pronounced in the area of employment. In 2005, the West

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Mayor James M. Cavanaugh,
Goodyear

Message from the Chair

August will mark an important step forward in addressing our statewide transportation needs.

During the League of Arizona Cities and Towns Annual Conference, the elected leadership of Councils of Governments (COGs) and Metropolitan Planning Organizations (MPOs) from around the state, along with their executive directors, will meet to discuss the preliminary results of a statewide transportation "Reconnaissance Study." The joint study is being conducted to identify long term and immediate transportation needs in Arizona and to establish an action plan for developing a vision for transportation in the future.


The study is part of an effort known as "Building a Quality Arizona," a partnership among the regional planning agencies around the state to address statewide infrastructure needs. As the chair of the Arizona COG/MPO Directors Association, I am encouraged by the leadership of



the regional planning agencies in working together on transportation solutions.

Among the current discussions taking place are planning strategies for improving transportation operations. These discussions are being held by the regional planning agencies in conjunction with the Federal Highway Administration, Federal Motor Carrier Safety Administration, Governor's Office of Highway Safety, Arizona Department of Transportation, Arizona Department of Public Safety, communications representatives, and local business community representatives. All of these agencies are working cooperatively to improve mobility for six million Arizona residents.

In addition to determining immediate transportation needs, the Reconnaissance Study will also identify subareas of the state for which framework studies should be conducted to further examine specific needs across Arizona. A uniform methodology for the framework studies will also be identified. A report on the Reconnaissance Study will be provided to the Legislature in January.

Collectively, we are continuing to push the flywheel in the process of addressing our statewide transportation challenges. I look forward to the months ahead as we continue to gain momentum in Building a Quality Arizona. 

MAGAZine

MAGAZine is a quarterly newsletter of the Maricopa Association of Governments. It focuses on the issues and concerns of the cities, towns and tribal communities of Maricopa County. If you know of a friend or colleague who would like to receive MAGAZine, please call the MAG office, (602) 254-6300.

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Voices from the Council



The Southwest Valley Regional Family Advocacy Center is a unique concept being looked at by other states as a model. It is critical for our cities to move forward with the center. There are more needs than there are services. I am very proud of the fact that Avondale has taken the lead and is moving forward. It will certainly be a blessing to our community to have it so close, but it will serve all three communities.

—Avondale Mayor Marie Lopez Rogers, commenting on a cooperative agreement with Buckeye and Goodyear to establish a center to serve and assist victims of sexual assault, child abuse, domestic violence and aggravated assault in the Southwest Valley. Avondale has agreed to be the fiscal agent for the regional center, which will be located in Goodyear.



In May, after much planning, the city of Chandler and the town of Gilbert broke ground on a joint water treatment plant being constructed in Gilbert. By working together and pooling resources to build the plant, Chandler and Gilbert will save \$22 million in construction costs and up to \$1 million a year in operating expenses. This project truly is an example of working together to accomplish something neither of us could have accomplished separately.

—Joint statement from Chandler Mayor Boyd W. Dunn and Gilbert Mayor Steve Berman.



The city of Glendale is excited to welcome both the Dodgers and White Sox to our community. This project represents many partners, including the city of Phoenix and the Arizona Sports and Tourism Authority, and demonstrates regional cooperation at its best. The members of our community and fans of both these teams will benefit for years to come from this new facility and surrounding development.

—Glendale Mayor Elaine Scruggs, on Glendale becoming the future spring training home for the Los Angeles Dodgers and Chicago White Sox.



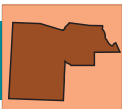
The groundbreaking for Embraer was a great example of the power of synergy, as representatives from all of the Airport Authority's partners—Mesa, Gilbert, Queen Creek, the Gila River Indian Community and Phoenix—joined with the Arizona Department of Commerce and the Greater Phoenix Economic Council to welcome this premier employer.

—Mesa Mayor Keno Hawker, on the regional cooperation that resulted in a decision by Embraer, a new executive jet service center, to locate at Williams Gateway Airport.

I believe we need a better understanding of conservation and water. I think that from what I see from all of the cities, we talk a good game, but we are not as committed as I believe we could be to have a stronger conservation program. And I think that comes from my background of living on a farm and not having a water source at all times, having to haul water, and realizing it really is a precious resource. I think that we need to have a bigger commitment to conservation and to educating our community as to the fact that water is a precious resource.

—Phoenix Councilmember Peggy Neely, when asked what her choice would be if she could give one gift to the Valley.





Peggy Neely,
Phoenix
Councilmember



City of Phoenix

Country Girl Finds Rewards in Urban Politics

Phoenix Councilmember Peggy Neely

As the representative of a Northeast Valley district that is home to more than 170,000 residents, Phoenix Councilmember Peggy Neely has come a long way from her rural roots in southwestern Colorado. The former farm girl lived “out in the country” where wheat, cattle and pinto beans reigned supreme, and where the nearest town had a population of only 500.

Councilmember Neely credits her rural roots with providing a solid background for her more recent careers as a real estate broker and politician. She received hands-on skills in fundraising, for example, doing

volunteer work for a youth development organization.

“I was very involved in 4-H, and I did the fundraising side of that, which involved running a concession stand at the stock car races every weekend,” recalls Neely.

Today, as the Phoenix representative on the MAG Regional Council, Neely finds herself dealing with much larger issues. She says the single greatest issue facing the region remains transportation.

“I think we have to push to accelerate existing schedules if at all

possible, and work with the outlying areas to make sure that they have adequate infrastructure to accommodate them into the future. Also, (we have to) continue to look at multiple modes of transportation: additional buses, trains, rail, whatever we can find to enhance what we currently have,” says Neely, who adds that the challenge will be addressing ever-rising construction costs.

“I think that the public realizes that we need to enhance our transportation, but with the cost of construction, it’s tough to keep up with our existing plan, let alone accelerate it,” she says.

Neely sees a strong link between transportation and her other key area of interest: affordable housing.

“Growth drives a lot of development to the outlying areas, and I think that’s why it is important that we have adequate infrastructure, for those folks to be able to come into our communities and work,” she notes.

Neely says she decided to seek public office as a result of her work as a real estate broker. She realized that helping people with the largest purchase of their life also meant understanding what they are seeking in terms of community.



Phoenix Mayor Phil Gordon, Councilmember Neely, Councilmember Claude Mattox, Vice Mayor Dave Siebert, Water Services Director Tammy Perkins, and Deputy City Manager David Cavazos at the Lake Pleasant Water Treatment Plant dedication.

Continued on next page

Councilmember Peggy Neely (continued)



Neely poses with David Larcher, executive vice president of Vestar, during the groundbreaking for a Boys and Girls Club.

"I see on a regular basis how it is important to have quality of life and have adequate services for our communities, and I realized that at the city level, you can make a difference in someone's issue very quickly and affect their quality of life," she says. "And I like being able to see a difference being made so quickly. So, to enhance quality of life is what encouraged me to run."

Neely says her proudest accomplishment to date is to take a neighborhood that no one else wanted to touch and help revitalize it. The Palomino community is a one square-mile area that has been plagued by blight and crime.


"We've been able to go in there and make a difference in not only the schools, but also the community, and turn around a lot of the blight issues. And it really has become a thriving community. It used to be a county island, and it was the densest community anywhere in the state because it was zoned all multifamily. And we've begun to see houses being sold in

there and new houses are going up and being sold at \$245,000. And I'd say five years ago, people would have just laughed to think that anything like that could occur," says Neely.

Neely says many people might be surprised to learn that she's an avid soccer fan, thanks to her 19-year old daughter, MacKenzie.

"My daughter plays collegiate division one soccer, so the free time we have we try to follow her games," says Neely. While MacKenzie attends the University of Nevada—Las Vegas, another daughter, Gloria, is in the Mayo nursing program at Arizona State University.

Neely says she enjoys her work on the Phoenix City Council and plans to seek an additional term. In the meantime, she says she is gratified to also serve on the MAG Regional Council.

"I truly believe that MAG serves a great purpose for us, because we cannot react in a vacuum to different issues that affect us, such as roads, water issues, our homeless, affordable housing—it has to be done on a regional basis. So I'm very glad to be able to serve on the MAG committee, because I think that it really does get at a bigger issue and that is working cooperatively with all of the communities in Maricopa County." 

Regional Council Executive Committee



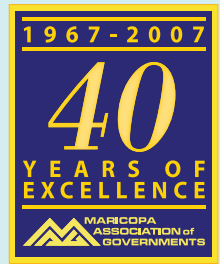
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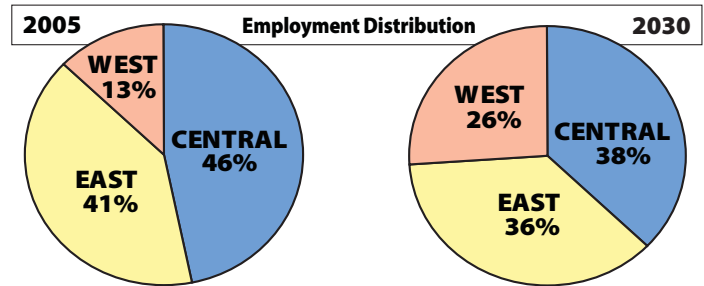
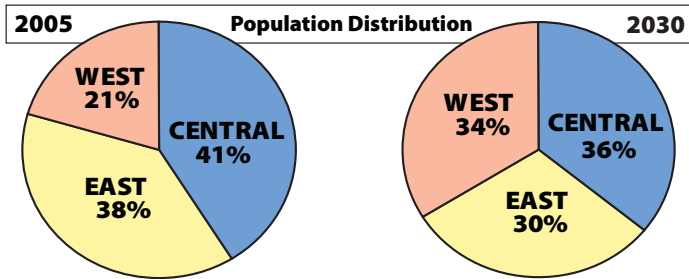


Keno Hawker
Mayor of Mesa

Goodyear Mayor James M. Cavanaugh has been elected to serve for a second consecutive year as chair of the Maricopa Association of Governments, while Scottsdale Mayor Mary Manross retains her position as vice chair. Phoenix City Councilmember Peggy Neely, who has been an at-large member, was newly elected to serve as treasurer.

Also elected were three at-large members, including Mayor Steve Berman, Gilbert; Mayor Tom Schoaf, Litchfield Park; and Mayor Marie Lopez Rogers, Avondale. Mayor Lopez Rogers is new to the Executive Committee. Mesa Mayor Keno Hawker remains on the Executive Committee as past chair.

Growth Patterns to Change in Future (continued from page 1)



Valley's share of total employment in the region was only 13 percent, compared to the Central Valley's 46 percent and East Valley's 41 percent. By 2030, the West Valley will double its employment share to 26 percent, with the Central Valley at 38 percent and East Valley at 36 percent.

Central Valley

In terms of raw numbers, Phoenix continues to grow, never losing its top ranking for either population or employment growth. But even the largest city of the region will see growth patterns change.

"We will see the greatest growth in the far west and northeast

101 in north Phoenix. In addition, we will see extensive infill development in the central core, as strong growth continues in the downtown area. We will also see remarkable changes around the light rail corridor, where population increases 38 percent and employment 50 percent once the future extensions are complete," she said.

East Valley

After Phoenix, the highest employment is seen by four East Valley cities: Mesa, Scottsdale, Tempe, and Chandler. Together, the five cities make up 66 percent of the employment growth in the region.

While some areas are at or nearing buildout, much of the growth will continue through infill redevelopment. The city of Tempe, for example, will see a 50 percent increase in jobs and population in North Tempe, which includes developments around Tempe Town Lake. Employment around the Scottsdale Airport will increase by 25 percent.

Even though it is outside Maricopa County, continued growth is expected just across the border in northern Pinal County, which will have an influence on southeastern Maricopa County communities.

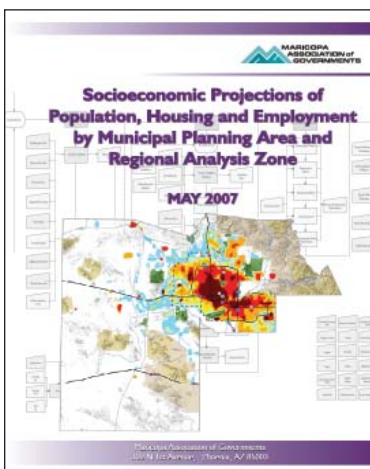
A Regional Effort

Gilbert Town Manager George Pettit, who chairs the MAG Population Technical Advisory Committee, said local governments spent months reviewing data for the projections.

"This was a wonderful effort on the part of the MAG agencies, which spent countless hours providing information to help ensure the accuracy of the projections," he said.

Pettit noted that the projections are used as input into MAG transportation and air quality models to predict traffic and emissions; by local governments to develop general plans, gauge regional development and evaluate infrastructure improvements; by developers to identify sites for residential and commercial development; by human services providers for planning; and by school districts for planning infrastructure.

"There is a lot of power in these numbers," said Pettit. "By knowing when and where growth will occur, we can more adequately prepare for its impacts by building infrastructure and determining in advance what services will be needed," he said. 



For more information on the projections, community profiles, and documentation, please visit <http://www.mag.maricopa.gov/detail.cms?item=7331>.

Cities Commit to Improving Air Quality

Measures ranging from paving dirt roads and vacant lots to informing contractors on the importance of managing dust are being submitted to the Maricopa Association of Governments for inclusion in a stringent plan to address dust pollution.

The region failed to meet a 2006 deadline for attaining the federal standard for coarse particulate emissions, or PM-10. MAG has until December 2007 to submit a Five Percent Plan to Reduce PM-10, and the agency is relying on jurisdictions to make legally binding commitments to include in the plan that will be submitted to the Environmental Protection Agency (EPA). The plan must demonstrate how the region will reduce dust emissions by five percent each year until the health standards are met.

“We have a major air quality problem to solve, and the city and town councils across the region are diligently working to pass resolutions to implement the measures needed to reduce dust emissions,” said MAG Environmental Director Lindy Bauer. “We are pleased with the extent and variety of the measures provided to date, which represent a significant commitment to addressing PM-10 pollution,” she said.

The city of Phoenix, for example, committed to paving or stabilizing 112 miles of unpaved roads, shoulders, and alleys. The city has some of the most stringent codes to require paved parking and prevent vehicle use on vacant lots.

Even the region’s smaller communities are stepping up to the plate to implement air quality measures. The town of Queen Creek was the first to submit its list of commitments to MAG.



Queen Creek
Mayor Art Sanders

“We are extremely proud of our contribution to improve the air quality for this region,” said Queen Creek Mayor

Art Sanders. “Although we don’t have any dirt roads, we are committing to paving or stabilizing 52 miles of unpaved shoulders.”

The Queen Creek commitments also included sweeping streets with PM-10 certified sweepers,



PM-10 certified street sweepers use vacuums to control dust on roadways.


paving or stabilizing unpaved parking lots, restricting vehicular use on vacant lots, providing public education, and implementing a dust control hotline.

“Plans to pave dirt roads, shoulders and parking lots are among the most common measures submitted, because local governments have direct control over those areas,” said Bauer. “But we



Tougher regulations on the use of leaf blowers were enacted.

have also received many other creative commitments—such as modifying building permits to include reminders of dust-control requirements—that will also help us reach our goal of reducing dust emissions by five percent each year,” she said.

The planning efforts received an additional boost when the Arizona State Legislature approved a major air quality bill that contained many measures recommended by MAG to reduce dust. Some examples: the bill requires mandatory dust-control training for anyone using leaf blowers for payment. The bill also prohibits municipal and county employees from using leaf blowers on high pollution advisory days, bans the blowing of landscape debris into public roadways, and restricts open burning and off-road vehicle use. 

For more information about MAG environmental programs visit: <http://www.mag.maricopa.gov/division.cms?item=67>



"Never Okay"

PSA Focuses on Teen Dating Violence

Teen dating violence is never okay. That's the critical message being delivered as part of a public service announcement developed by Valley teenagers and produced by the Maricopa Association of Governments (MAG).

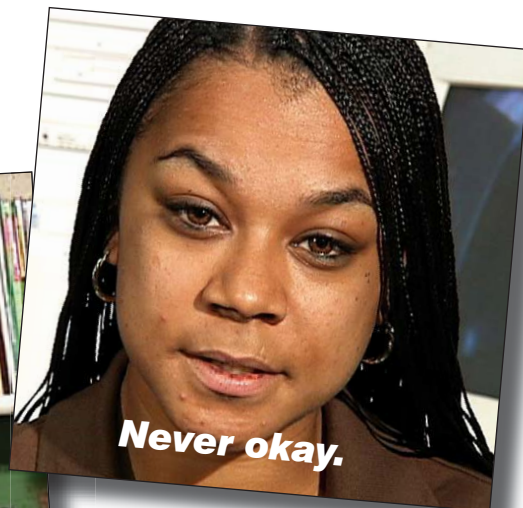
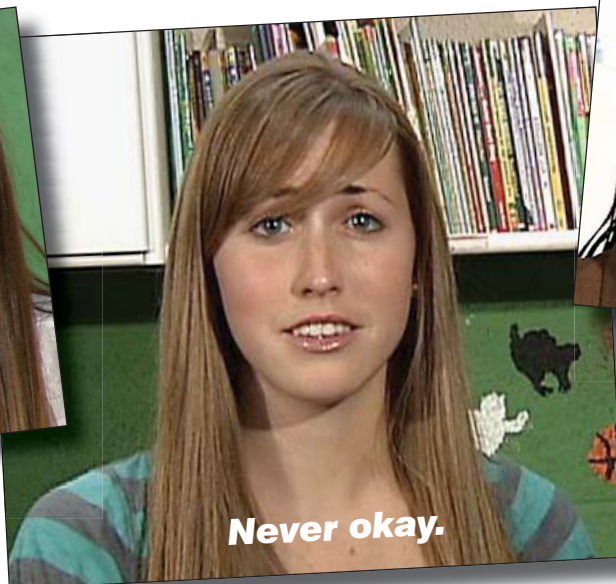
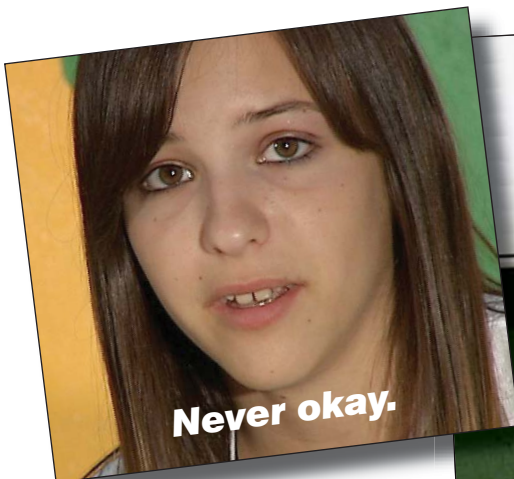
The public service announcement (PSA) was developed as part of the Youth Empowerment Project, an effort supported by MAG and the Governor's Office

www.WebofFriends.org. The PSA ends with the statement "domestic violence is never okay," with the words "never okay" echoed by each victim to underscore the message.

"In order to break the cycle of domestic violence, we are turning to our youth," said MAG Regional Domestic Violence Council Chair Mary Manross, mayor of the city of Scottsdale. "The Youth Empowerment Project is something I am personally very excited about."

they want to be the catalyst for change. The Youth Empowerment Project invites them to do just that," she said.

The concept for the PSA was developed by teenagers as part of a competition held earlier this year, which was won by a group of students from Chandler High School. MAG staff professionally produced the PSA based on the



in an attempt to empower teens to help themselves and their friends by providing easy access to domestic violence resources.

The PSA features three teenage girls, who begin the 30-second spot stating, "I never thought it could happen to me." After describing their abuse, the teens go on to explain that they found help through their friends and through the MAG "Web of Friends" Web site at

Mayor Manross said the project began to take shape after MAG conducted a series of focus groups involving Valley youth from across the region.

"Teens told us they do not feel safe—not in their schools, not in their communities, and not even in their homes," related Manross. "More than half told us that they, or someone they know, has personally experienced dating violence. The teens also said

winning entry and distributed it to all city cable stations (Channel 11) and mainstream media. The entries developed by the teenagers for first, second and third place are available for viewing through streaming viewing on the Web of Friends site. The site also features resources for teens and peer testimonials from young adults who have experienced dating violence.

The Youth Empowerment Project is funded through a \$43,825 grant from the Governor's Division for Women—Office for Children, Youth and Families. MAG recently received word that the grant has been renewed for fiscal year 2008. 

For more information about the Youth Empowerment Project, please visit: WebofFriends.org

Taking the **HEAT**

MAG Provides Maps of Refuge, Donation Sites

The month of July brought Arizona's first extreme heat warnings of the year, prompting health officials and homeless advocates to remind residents about the importance of taking extra precautions this summer against the heat.

"Our region is rallying to ensure that people don't suffer needlessly during these hot summer months," said Phoenix Councilmember Greg Stanton, chair of the MAG Continuum of Care Regional Committee on Homelessness. "Municipalities are developing heat relief plans, faith-based groups are organizing volunteers, and individuals are contributing water, sun block and other critical donations," he said.


The MAG Continuum of Care

Regional Committee on Homelessness has developed two maps of resources available for both those in need and for those who want to help. The first map shows water collection and donation sites in the county, and is useful to people wanting to donate items like water, sun block, lightweight clothing, etc. The second map shows where each of the water hydration stations and refuge locations are located throughout the county, where people in need can go for water and shade. The maps are being distributed throughout the community and are linked to the CONTACS shelter hotline at (602) 263-8900.

"I really want to commend MAG for the leadership and the coordination," said Phoenix City Manager Frank Fairbanks during the July MAG Management Committee meeting. "And also I want to commend the

fellow cities here and the people who have pulled together to do something that is worthwhile and important," he said.

While a key focus is on the homeless, Fairbanks pointed out that elderly, young children, and people with medical conditions are also at risk from the heat. Susan Gerard, director of the Arizona Department of Health Services, says heat illnesses are a serious issue.

"Your best defense against heat-related illness is prevention," said Gerard. "Staying indoors, making simple changes in your fluid intake, and limiting your activities can help to prevent heat-related illness and death." 

To access the maps of donation and refuge sites, visit www.mag.maricopa.gov. For more information on heat-related illnesses, visit www.HeatAZ.org.



Staying Safe in the Summer Heat

In 2005, Arizona received national attention when 32 homeless people died within a two-month period from heat-related illnesses. The Arizona Department of Health Services offers these tips on how to stay safe in the summer heat:

- People who work outdoors are at especially high risk. People who have outdoor occupations need to take more breaks and get more of their work done in the early morning hours if possible. Young children and the elderly are also at greater risk to suffer from heat-related illness.
- People suffer heat-related illness when the body's temperature control system is overloaded and the body can no longer cool itself. As long as blood is flowing properly to the skin, extra heat from the body is pumped to the skin and removed by sweat evaporation. If fluids are not replaced soon enough, heat stroke can result, potentially leading to brain damage or death.
- Symptoms of heat illness include heavy sweating, muscle cramps, weakness, dizziness, nausea, weak but rapid pulse and headaches. People with these symptoms should find shade, drink water slowly and make sure there is good ventilation.
- Staying in an air-conditioned area, either at home or in a public place such as a mall, library or recreation center is the most effective way to fight heat. If air conditioning is not available, pull the shades over the windows and use cross-ventilation and fans to cool rooms. A cool shower or bath also is an effective way to cool off. Limit use of stoves and ovens to keep home temperatures lower.



Dangerous Debris

Father Turns Tragedy into Crusade

For Valley resident Paul Reif, Father's Day 2007 was not an occasion for celebration. Instead, it was a grim reminder that his 29-year old son Matthew would be conspicuously absent following a deadly accident involving road debris one year ago.

On a weekend that most dads were out playing golf or barbecuing in the backyard, Paul was seated in front of a succession of microphones talking with reporters about the tragedy. Paul's hope is that by warning others about the dangers of road debris, other families might be spared from such loss.

"We miss Matthew every day, and our family will never be the same," he said. "If our story reminds drivers to take just five minutes to tie down their




Paul Reif, (left) tells the tragic story of his son Matthew's death.

loads properly, we might prevent other parents from experiencing our pain."

Paul says he had a feeling something was wrong when radio traffic on his Pioneer Landscaping Materials truck detailed an accident along Hunt Highway on the afternoon of June 6, 2006. He began to worry, knowing that Matthew traveled this stretch of highway. He began dialing Matthew's cell phone. The day unfolded with no return calls. Later that evening, officers arrived at the Reif residence with heartrending news. A foot-long piece of metal debris—most likely kicked up by a vehicle driving over it on the roadway—had catapulted through Matthew's truck windshield, piercing a main artery to Matthew's heart. He was killed instantly.

When Paul heard about *Don't Trash Arizona*, a joint campaign being funded through the Maricopa Association of Governments and Arizona Department of Transportation, which includes messages about unsecured loads, he came forward to offer help by telling his story.

"I realize that most people don't do it intentionally, but they need to be aware that unsecured loads can have serious consequences. It may be the first time they haul something, or it may be something they do routinely, but being lax about loads can have serious consequences. I want people to know that their actions impact others. Road debris killed our son."

Nationwide, there are more than 80 fatalities related to roadway debris each year. In Arizona, the ten most common types of road debris are: tire alligators, mattresses, ladders, couch/chair cushions, bed liners, appliances, camper shells, carpet, plastic patio chairs, and ducting (sheet metal and insulated duct work). 

For more information about the *Don't Trash Arizona* litter prevention campaign, please visit: www.DontTrashAZ.com

Tips for Securing Your Load

Tie It Down. Large or heavy items should be firmly secured with solid straps, rope, bungee cords, or netting. Tie large items directly to your vehicle. Small string is not adequate — tie down materials must be able to withstand the wind loads of 70 mph on the freeway. A lot of people are not aware that at 70 mph, that wind is providing about a 20-pound-per-square-foot push on those loads, which can dislodge those loads and push them right off your vehicle. Don't use restraints if they are frayed, cut or damaged in any way.

Cover It Up. For loose, lighter items such as tree clippings, a sturdy plastic or canvas tarp or netting can be used to keep items in place. Tie the tarp securely, or it might become road debris as well.

Lighter Goes Lower. Put lighter weight things at the bottom of the load and make sure they are secure. Evenly distribute the load to prevent it from sliding.

Don't Overload. Keep material level with truck bed or trailer unless tied down, netted or tarped. Materials below the truck bed should also be secured if there's any chance of them blowing out or falling from the vehicle.

Double-Check. Double check your load to make sure it is secure at the back and on the sides and top. Remember that loads can move and settle during a journey, allowing restraints to loosen. If possible, recheck restraints shortly after beginning your trip.

Make Sure It's Roadworthy. Ensure both the vehicle and trailer are in good mechanical condition and roadworthy. Make sure your vehicle is rated to tow the load. Drive to the conditions: your load will make your vehicle less maneuverable and it will take longer to stop.

Ask Yourself: Is there any chance of debris falling or blowing out of my vehicle? Would I feel safe if I were driving behind MY vehicle? What would happen to MY load if I had to brake suddenly or if I hit a bump?

Interest Grows in Commuter Rail

Analyzing the logistics involved in developing commuter rail as a feasible transportation alternative is the primary goal of a Commuter Rail Stakeholders Group convened by the Maricopa Association of Governments.

What is commuter rail? Usually it involves the use of diesel locomotives to provide high-speed, long distance service between major metropolitan areas or to link suburban areas to urban downtowns. Built to heavy rail standards, commuter rail typically involves higher speeds than light rail with station stops that are farther apart.

More than 100 stakeholders met in June in Mesa to discuss opportunities for implementing commuter rail service in Maricopa County and northern Pinal County. Among the participants were Tempe Mayor Hugh Hullman and Avondale Mayor Marie Lopez Rogers. Both believe commuter rail service could be used to ease bottlenecks on freeways and arterial streets.

"There are many issues that must be addressed in making commuter rail a reality," said Mayor Hallman. "Existing train tracks may need significant upgrades before they can handle passenger trains. Developing new rail corridors requires strategic planning

and acquiring right-of-way. We will need to analyze issues such as cost, effectiveness and sustainability, and explore cooperative partnerships with the private sector," he said. "Still, I believe commuter rail is a viable option for our region."

Mayor Lopez Rogers is also a strong advocate for commuter rail.

"With the West Valley experiencing the highest growth in the future, I believe we need to explore

all options to ensure the future mobility of our citizens," she said. "Providing an alternative such as commuter rail could go a long way in taking the pressure off of our existing transportation system," said Mayor Rogers.



Tempe Mayor Hugh Hullman



Avondale Mayor Marie Lopez Rogers

During the stakeholders meeting, participants worked in small groups to identify strengths, weaknesses, opportunities and threats for one of five geographic subareas. The stakeholders will meet again on September 12, 2007, to consider strategies to address the issues identified at the June meeting. A final stakeholders meeting will be held in late October to finalize the strategic plan. 

Additional information about the Commuter Rail Strategic Plan is available on the MAG Web site at <http://www.mag.maricopa.gov/project.cms?item=7338>

Sign Project Helps Older Drivers See Better



As just about anyone over 40 can attest, our eyesight begins to diminish as we age. This unfortunate fact of life can cause safety concerns for older drivers as they try to read street and directional signs while navigating our regional streets.

But a clearer future may be in store, thanks to a project being funded by the Maricopa Association of Governments.

The MAG Safety and Elderly Mobility Sign Project allocates \$400,000 to cities and towns to provide larger and easier to read street signs. The funds were provided proportionately to MAG member agencies based on the percentage of elderly residents (60 years of age and older) as calculated in the 2000 Census.

The MAG Transportation Safety Committee and the MAG Elderly Mobility Stakeholders Group collaborated on this project to promote the use of the Clearview font as recommended by the Federal Highway Administration through its "Guidelines and Recommendations to Accommodate Older Drivers and Pedestrians." Clearview font specifically addresses four issues:

1. Accommodate the needs of older drivers.
2. Improve word pattern recognition by using mixed case words.
3. Improve the speed and accuracy of destination recognition.
4. Control or minimize the "halo effect" around letters and sign legends.

"Our goal is to improve safety among older drivers, but the advantage is that the Clearview font increases the legibility of signs to the benefit of all motorists," said Mesa Vice Mayor Claudia Walters, who chairs the MAG Elderly Mobility Stakeholders Group. "We believe this project will improve safety across the region. MAG will be evaluating the effectiveness of these signs through a before-and-after comparison study that we will be launching soon," said Walters.

Funding is provided for the production costs of the sign, including materials, extra posts, mounting brackets, and costs for Clearview software. Labor and installation costs are provided by the jurisdictions as an in-kind contribution. The project is expected to conclude by the end of 2008.

August

- 1st** 10:30 a.m. Intelligent Transportation Systems Committee
- 1st** 1:30 p.m. Standard Specifications and Details Committee
- 8th** 12:00 p.m. Management Committee
- 8th** 1:00 p.m. Human Services Technical Committee
- 13th** 12:00 p.m. Regional Council Executive Committee
- 15th** 2:00 p.m. Building Codes Committee
- 15th** 4:00 p.m. Transportation Policy Committee (subject to change)
- 16th** 1:00 p.m. Domestic Violence Council
- 21st** 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 22nd** 5:00 p.m. Regional Council
- 23rd** 10:00 a.m. Transportation Review Committee
- 28th** 1:30 p.m. Air Quality Technical Advisory Committee
- 22nd** 10:00 a.m. Population Technical Advisory Committee

Parking is available under the building. Please ask for parking validation at the meeting. Transit tickets will be provided for those using transit. Bike racks are available at the entrance to the parking garage.

The dates, times and locations of all meetings may change. Other committees not listed here may meet during these months.

September

- 5th** 10:00 a.m. Intelligent Transportation Systems Committee
- 5th** 1:30 p.m. Standard Specifications and Details Committee
- 6th** 1:00 p.m. Domestic Violence Council
- 10th** 12:00 p.m. Regional Council Executive Committee
- 11th** 1:00 p.m. Street Committee
- 12th** 12:00 p.m. Management Committee
- 18th** 10:00 a.m. Transportation Safety Committee
- 18th** 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 18th** 2:30 p.m. Planners Stakeholders Group
- 19th** 2:00 p.m. Building Codes Committee
- 19th** 4:00 p.m. Transportation Policy Committee
- 20th** 10:00 a.m. Telecommunications Advisory Group
- 20th** 1:00 p.m. Human Services Technical Committee
- 24th** 2:00 p.m. Continuum of Care Regional Committee on Homeless
- 25th** 10:00 a.m. Population Technical Advisory Committee
- 25th** 1:30 p.m. Air Quality Technical Advisory Committee
- 26th** 5:00 p.m. Regional Council
- 27th** 10:00 a.m. Transportation Review Committee

October

- 3rd** 10:00 a.m. Intelligent Transportation Systems Committee
- 3rd** 1:30 p.m. Standard Specifications and Details Committee (if necessary)
- 3rd** 12:00 p.m. Management Committee
- 11th** 1:00 p.m. Human Services Technical Committee
- 15th** 4:00 p.m. Regional Council Executive Committee
- 16th** 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 17th** 2:00 p.m. Building Codes Committee
- 17th** 4:00 p.m. Transportation Policy Committee
- 23rd** 10:00 a.m. Population Technical Advisory Committee
- 23rd** 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 24th** 5:00 p.m. Regional Council
- 25th** 10:00 a.m. Transportation Review Committee
- 25th** 1:30 p.m. Air Quality Technical Advisory Committee

All meetings, unless indicated otherwise, will be held in the conference rooms located in the MAG offices on the second floor of the building, 302 N. 1st Avenue, Phoenix.

For confirmation call (602) 254-6300, or visit the Web site: www.mag.maricopa.gov/meetings.cms

The MAGAZine newsletter is available in electronic format and in Spanish on the MAG Web site: www.mag.maricopa.gov/project.cms?item=433



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